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ABSTRACT

This five-part report describes a project to build community awareness of adult basic education (ABE) programs and their benefits in the Hawkeye Institute of Technology (HIT) service area. Part I reveals that the project's primary goal was to direct innovative recruitment activities toward undereducated adults in nine Iowa communities. It explains the project's operational plan, which involved discussions of planning and promotional activities by core committees composed of ABE staff; community, business, and religious leaders; social service workers; and general educational development (GED) graduates. Recruiting methods used in the project are listed in Part II. These included posters and flyers, news releases, radio and television announcements, school news releases, local church involvement, announcements in clubs and organizations, letters to prospective and former students, involvement of HIT students, door-to-door contacts, and a slide presentation. Part III introduces a teacher recruiting contest, which offered a cash prize to the ABE teacher offering the best recruitment idea, and provides examples of ideas submitted, e.g., a HIT alumni club for ABE graduates. The design and use of publicity posters are also considered. Part IV summarizes the project's accomplishments, which included the recruitment of 94 students, while Part V contains examples of the publicity materials used. (KL)

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# RECRUITING STRATEGY

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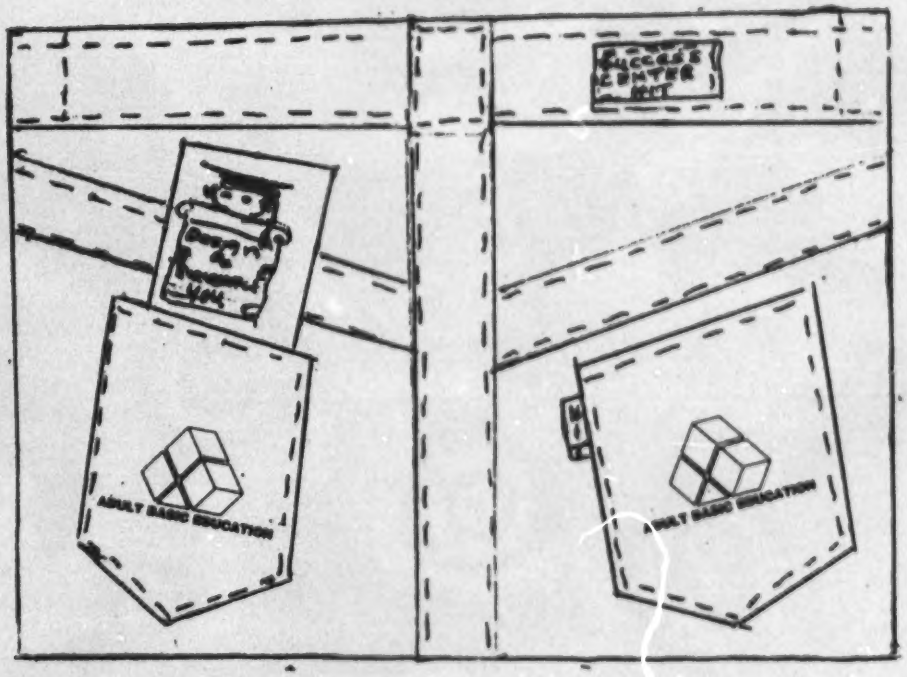
PROJECT COORDINATOR - Shirley Stoll

Hawkeye Institute of Technology




310 Project

JC 810507

RECRUITING PROJECT - FINAL REPORT

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## I. PROJECT GOALS

### A. EVIDENCE OF NEED - GOALS AND OBJECTIVES

The need for effective recruiting methods to encourage new adults to enroll in ABE classes was the prime motivating factor in a promotional program funded by the Iowa Department of Public Instruction. The promotion co-ordinator was responsible in establishing groups of local residents in planning promotional strategies in nine communities. These committees provided a channel for personal communication with potential ABE clients. The target population was Level I students in both rural and urban areas. The nine communities selected were Gilbertville, LaPorte City, Grundy Center, Nashua, Dysart, Allison, Aplington, Tripoli, and Sumner.

Hawkeye's goal was to build community awareness of ABE and its benefits. New, innovative methods for recruiting needed to be developed for each individual community. The project attempted to identify 100 undereducated adults not enrolled in the schools ABE classes.

The community committees established worked so well, the promotion coordinator had a much smaller time involvement than originally estimated.

I. B. OPERATIONAL PLAN

In each community a list of local community people, who might add input to recruit and start a new ABE class, was compiled. With the help of the area school contact person, a core committee was selected from this list. If an Area School Adult Education Supervisor was unavailable, the mayor or a past teacher could advise. These committee members consisted of ABE teachers, if available, school representatives, community leaders, religious leaders, social service agency people, business leaders and GED graduates.

Each committee member was contacted by phone or letter and asked to serve. A meeting time was scheduled. During the first committee meeting, background information was given explaining the proposed grant and the area school's goals. The committee discussed recruiting plans which would best serve each individual community. Some communities were aware of ABE, as classes had been in their area before. In other communities, the class was beginning for the first time and a teacher needed to be selected. A close location and starting date was set. The committee discussed ways to publicize the class, and how to solve related problems hindering adults from attending class. In one instance, transportation was provided through a volunteer agency. A "new student goal" was set. Several follow-up committee meetings were held throughout the school year to further the recruiting efforts begun, to support

and aid the teacher with related problems, and to replenish flyers in businesses. A follow-up letter to all committee members was sent and a final news release made available.

II. RECRUITING METHODS USED

Note- Some of the ideas used were not all themselves new or unique. The uniqueness and hence the effectiveness came in who was doing the recruiting. In each community-the local committee did the recruiting.

Maximum use was made of the ABE buttons provided by the state publicity committee. They were given to the committee to help establish their role in the community.

A. POSTERS AND FLYERS

In each community, the committee distributed large posters (18x24) throughout the 9 communities. These posters had a pocket for flyers. During the year, new posters were designed and printed for distribution. Flyers were placed in most businesses, grocery stores, libraries, taverns, beauty shops, bowling alleys, and other places where they would be noticed.

B. NEWS RELEASES

In every community, we had a news release placed in the local newspaper and often it was placed in nearby towns including the Waterloo paper. In some instances, a short article was placed in the shopper. The article told of the committee being established. It listed the names of local people on the committee. It told about the committee meeting to discuss recruiting methods to interest people in the ABE class that was to start soon in the area.

A second news release told about the ABE class, where

it would be held, and the teachers name and number to contact.

In several towns, we did a feature story telling about past GED graduates living in the community. Often this "success story" was accompanied by a picture. It was felt that this was a good recruiting tool as it told of someone who personally had felt success by attending a Hawkeye Tech ABE class.

C. RADIO AND TELEVISION

Classes were announced over the radio in some of our larger areas. Television carried short announcement advertising our HIT classes. Many prospective students watch TV and listen to the radio rather than read.

D. SCHOOL NEWS RELEASES

The parent news letter carried an announcement about the ABE classes that were beginning in each community. Flyers were sent home with the grade school children giving details about the classes. School counselors made lists of students who had dropped out of school in the past few years.

E. CHURCHES

The ministers placed posters and flyers in their prospective churches. In some cases, the class was included in the sermon. The church councils in each community exchanged flyers and discussed ways that the class could be promoted. Referrals of names came from them, also.

F. CLUBS AND ORGANIZATION

Announcements were made in clubs and organizations such

as Womens Club, JC's, Lions, and others. A program with a panel discussion could be used to tell more about Adult Basic Education classes. Film strips were also available.

G. LETTERS

Letters were sent from HIT to prospective students or students who had attended classes before and lived close to one of the nine communities.

H. STUDENTS

Our HIT students who lived in the area were very helpful. The ones who had graduated often served on our committees. They helped pass out flyers, called prospective students and often allowed us to do feature stories about their success as GED graduates. After classes began, we asked our current students to recruit for us. We gave them flyers to pass out, asked them to tell others about class and bring others with them. The "Buddy Day" recruiting idea was initiated. Each student was asked to bring a buddy to class to share the experience of the class. This could be a relative or prospective student.

I. PERSONAL CONTACT

In some commmunities, door to door contacts were made. This was especially effective in apartment complexes or trailer courts. Phone calls were also an excellent way to encourage students to attend or return to class.

J. The slide presentation developed by the state came too late to be utilized extensively in this project. It was used with one or two local committees late in the project.

## III. SPECIFIC RECRUITING TECHNIQUES AND MATERIALS

### A. TEACHER RECRUITING CONTEST

Adult Basic Education teachers were asked to submit recruiting ideas. A $25.00 reward was to be given for the best idea received. Following the deadline date, a committee reviewed the recruiting ideas submitted. Five teachers participated. Many ideas were suggested, some that had been used previously. The committee selected Maelou Baxter, teacher for HIT, idea of an "Alumni Club" or "Friends of Hawkeye Tech". At graduation, each graduate would receive a letter along with a membership card. The letter gave them a standing invitation to return to their school and attend all open houses honoring graduates. It asked them to accept the challenge of "spreading the word" about ABE and encourage others to attend classes in their area. It gave them a "charge" to each recruit at least one student for the program.

III. B. POSTER DESIGN

New posters were designed and printed during the year. At the onset of the project, a variety of ideas were drawn, with the aid of the area school art department. These ideas were presented to the ABE teachers and students for their opinion and evaluation. We asked the students to vote on which poster had the most eye appeal and message. A "Blue Jean" drawing showing two pockets which held flyers was selected. These were 8 1/2 x 14" and printed on blue poster board. The flyers carried a caption which was a take off from the current jean craze stating "Design A Successful You". These posters and flyers were distributed throughout the nine communities also.

NOTE - Front cover shows poster design.

III. TEACHER RECRUITING CONTEST

RECRUITING IDEAS SUBMITTED BY TEACHERS:

1. Local TV and Radio Station Coverage-Many students and prospective students listen to the radio and watch TV. A commercial or announcement about our ABE classes would be noticed and heard.

2. Bulletin Board Announcements-Flyers and hand printed signs (ex.-For Sale: Free Education) could be placed in laundromats, grocery stores, taverns ect.

3. Newspapers and Shopper Ads-Placing small ads in Newspapers such as sections called "Whats Free" or the want ads would reach potential students.

4. Churches-Announcements of classes on church bulletin boards and through monthly newsletters.

5. Businesses-Employers encouraging their employees to complete or continue their education. They could provide funding space for classes or time off to attend class.

6. Human Interest Stories-Stories about students who completed their GED can be written up in newspapers or publications that would be read by others. A picture and quote from the person themselves can influence others to attend class.

7. Service and Civic Group Programs-Area schools can provide a program in the form of film strips, talks and panel discussions (using past students as part of the panel) to help further community interest in Adult Basic Education.

8. Senior Citizen Posters-Art Departments could make posters depicting senior citizens studying. These could be placed in libraries, nursing homes, senior activity centers.

All of the above ideas were, or will be incorporated into Hawkeye's ABE recruiting effort.

## IV. FOLLOW - UP AND FINAL SUMMARY

### A. GOAL IDENTIFICATION OF 100 NEW ABE STUDENTS

A goal of 100 new ABE students was set. In reviewing our teacher attendance charts, our nine communities are charted as follows:

| TOWN | # NEW STUDENTS |
|---|---|
| GILBERTVILLE (DON BOSCO) | 11 |
| LA PORTE CITY | 6 |
| GRUNDY CENTER | 18 |
| NASHUA | 15 |
| DYSART | 8 |
| ALLISON | 6 |
| APLINGTON | 8 |
| TRIPOLI | 11 |
| SUMNER | 11 |
| TOTAL | 94 |

If time and funding had prevailed, it would have been desirable to recruit in one more community. It was observed that the fall and early winter were the best times of year to launch a recruiting effort. Students are more interested in starting classes at these times. Consideration was given to the season of year in the rural communities. Planting and harvesting times were not always good times to start classes. Athletic events were also considered.

## FINAL SUMMARY

We feel the project was a success. We now have a recruiting plan for outlying communities that works. The people in a community were anxious to assist in establishing a class and in ferreting out the undereducated people in their community to get them to take advantage of the class. They seemed to enjoy being a part of the committee.

THEY DID:

1. Help make recruiting plans for their own community.
2. Did assist in solving problems hindering students from attending class.
    a. Scheduling the class at a time and place they indicate will make to accessible to these in the community needing to be served was a big step in that direction.
3. They had unique suggestions for their own community.
4. They did do the work in getting the class publicized.

The fact that we gained 94-not the 100 we had hoped we'd gain, is not important. If we'd had teaching funds for one more location we would have exceeded the goal.

What's important is "We have a plan that works".

Letters and Newsreleases Used in Preliminary Stages

1. Copies of letters sent to Adult Ed Supervisors

2. Copies of letters sent to Community Committee

3. Note: the project required a similar series of letters in each community. Samples of each type is included. The letters differed slightly in each community. Those included will give you the idea.

# ABE committees forming throughout area

Hawkeye Institute of Technology has initiated a promotional program to inform Merged Area VII residents about adult basic education (ABE).

A part-time promotion coordinator, Shirley Stoll, has been hired to establish committees in ten communities. Committees have already been established in Dysart, LaPorte City, Nashua, Gilbertville and Grundy Center. The goal is to involve local residents in planning promotion strategies and explaining the ABE program in their community.

Hawkeye Institute of Technology offers free adult basic education classes, providing assistance in reading, math and communication skills for persons who have not completed high school. Preparation for the high school equivalency diploma (GED) is available.

The promotion program is funded by a $7,060 grant from the Iowa Department of Public Instruction. Committees will plan strategies, distribute promotional brochures, and discuss ABE with community organizations.

Rachel Goodwin, ABE/High School Completion Department head, indicated that the program was begun because traditional methods of publicizing classes — news releases and special flyers — often don't work with ABE because the people who can benefit the most and who would be most interested don't read well.

The committees provide a channel for personal communication with potential ABE clients. Members include ministers, ABE graduates, teachers and counselors. Hawkeye Tech hopes the committees will build community awareness of ABE and its benefits.

For more information on the program, call Hawkeye Tech at 234-5745.

Early news story

Note-
Letter sent to all Ad Ed supervisors in Area XII (24).

Dear Adult Ed Supervisors:

Thanks

Fall is fast approaching. As we began planning for fall classes we felt we should start by expressing our thanks to you for your help with Adult Basic/GED Preparation classes last year. It takes lots of local help in each individual community to keep a vital operation ongoing. Thank you for your involvement.

New Plan

Again this year we will hope to offer classes in any area where there is sufficient interest. Besides the usual recruiting effort this year we have a small amount of money for some special recruiting. Target places for this are locations where we haven't had classes before or where we haven't attracted large numbers of students.

Details of Plan

We hope through Shirley Stoll, the person working on the grant, to go into a community and select a local committee as a special advisory committee. Where feasible we'd hope to involve possibly even your Mayor to help select the committee. We'll, also, need your input. The committee will help Shirley with recruiting plans for their particular community. The grant allows us to work with only 8 to 10 communities. It will give us a system to use for expansion later. She'll start with one community and add others as things get rolling.

If you have ideas or would like to be one of the communities included let us know. You'll hear from Shirley.

Fall Classes-

Would those of you who have classes scheduled in your area, please list them in the August fall publicity you do. If you haven't a class going, but want one started list it.

If you have enough people, contact me and we'll together make the arrangements, for place, materials and teachers and additional publicity like flyers etc.

Thanks again for your help. We do want to reach all out-of-school adults needing basic education. We can't do it without you.

Sincerely,

Rachel Goodwin

Rachel Goodwin, Department Head
ABE/HSC
Tel. 234-5745

RG/mt

Supervisor in LaPorte

# HAWKEYE
## institute of technology

P. O. BOX 8015
WATERLOO, IOWA 50704

Mr. R.L. Bullis
LaPorte City Schools
LaPorte City, Iowa 50651

Dear Mr. Bullis:

Do you realize that over 20,000 people in our area need help with reading, math and communication skills? Only a small portion of these people are enrolled in Adult Basic Education classes offered through Hawkeye Institute of Technology. New approaches need to be identified if we are to reach larger numbers who might benefit from our programs.

We have received a grant to help us develop new recruitment strategies, and your town has been tentatively chosen as one of our pilot project communities. We need your help to make the project a success. Together we need to identify people in your community who would be interested in working on the project. These might include the mayor, school representatives, social service agency people, community leaders, religious leaders, law enforcement people, business and industry leaders, or Adult Basic Education graduates.

A committee will be formed in your community to plan recruitment strategies and attempt to solve common problems like transportation and child care which hinder adults from attending classes. We would like to have the committees organized by late October. Can I meet with you in September to discuss possible committee members and organization strategies? If you can't be of assistance, can you suggest someone else who could? Thank you very much for your participation in this project. I'll call you soon to set up an appointment.

Sincerely,

Shirley Stoll
Recruiter Project

SS/mt

# HAWKEYE

institute of technology

P O BOX 8015
WATERLOO, IOWA 50704

Dear_____

New approaches need to be developed to reach individuals needing Adult Basic Education. A grant has been received to recruit potential students in eight to ten communities. We have chosen_____ as one of our pilot project areas.

We would like you to help us select a committee to recruit in your town. Suggested members could include the mayor, school representatives, social service agency people, community leaders, church leaders, law enforcement people, business or industry leaders.

Your committee, along with my assistance, will make recruiting plans for your community. We'll publicize the plan, attempt to solve related problems such as transportation and child care hindering students from attending class. We will set a new"student goal" for an ABE class in your community and work together to attain that goal.

I will be in contact with you by phone early in September to discuss your committee. We will select a time when we can meet with you to begin our recruiting strategies. Thank you very much for your assistance in this project.

Sincerely,

Shirley Stoll
Project Coordinator

# Hawkeye Institute of Technology

P.O. Box 8015, Waterloo, Iowa 50704

Dear _____:

Hawkeye Tech has received a small grant to promote Adult Basic Education in Area VII. We have devised a plan to use local community committees for input and help in the promotion plan. We have chosen your town of Aplington as one of the 10 communities to be included in the pilot project.

We met with Mr. McKee and the school counselor in trying to identify some community people in Aplington who may be willing to assist us in this effort. We are not asking for a big time committment but do need to identify a core committee of community minded people who would be willing to come together two or three times for planning and implementation.

Your name was suggested as someone in the community who might be willing to serve on this committee. The first meeting will be at the Aplington High School in the counselors office on Jan. 13th at 2:00 p.m. It shouldn't last over an hour.

The committee will help Hawkeye identify people in the area who would be interested in this class, plan recruitment strategies and attempt to solve common problems hindering adults from attending class. A time and place for the class will also be discussed.

As you likely know Adult Basic Education is a federally sponsored free program. It provides an opportunity for adults to upgrade their reading, math and communication skills, as well as, to work toward a high school equivalency (GED) diploma. Shirley Rozendaal taught the class the last time it was offered in Aplington. You may be familiar with what she was doing.

I'll call you in early January to confirm the meeting date, answer any questions etc.

Thank you.

Sincerely,

Shirley Stoll

Shirley Stoll
Recruiting Project Chairman

SS/mt

# Hawkeye Institute of Technology

P.O. Box 8015, Waterloo, Iowa 50704


Dear Mr. Orf:

Hawkeye Tech has received a small grant to promote Adult Basic Education in Area VII. We have devised a plan to use local community committees for input and help in the promotion plan. We have chosen your town of Tripoli as one of the 10 communities to be included in the pilot project.

We met with Mr. Ron Orf and Mr. Marquardt and are trying to identify some community people in Tripoli who may be willing to assist us in this effort. We are not asking for a big time commitment but do need to identify a core committee of community minded people who would be willing to come together two or three time for planning and implementation.

Your name was suggested as someone in the community who might be willing to serve on this committee. The first meeting will be at the Tripoli High School in the cafeteria on Jan. 22 at 3:00 p.m. It shouldn't last over an hour.

The committee will help Hawkeye identify people in the area who would be interested in this class, plan recruitment strategies and attempt to solve common problems hindering adults from attending class. A time and place for the class will also be discussed.

As you likely know Adult Basic Education is a federally sponsored free program. It provides an opportunity for adults to upgrade their reading, math and communication skills, as well as, to work toward a high school equivalency (GED) diploma.

I'll call you next week to confirm the meeting date, answer any questions etc.

Thank you.

Sincerely,

Shirley Stoll

Shirley Stoll
Recruiting Project Chairman

SS/mt

HAWKEYE
institute of technology
P. O. BOX 8015
WATERLOO, IOWA 50704

Dear _____;

The Adult Basic Education class in your community has begun and the teacher tells me the number of students is increasing. We have you, the committee member, to thank. Your effort in meeting together with other interested people, distributing flyers and generally "passing the word" about this class has made the difference.

It is our hope that this class will continue to serve your area. We hope that you will keep your community informed. Please replenish flyers in business, church, social-service agencies and other places where you initially placed them. If you need more flyers, we will be happy to mail you some.

Thank you again for your continued recruiting effort. Im certain the people in your community availing themselves of this opportunity to complete their education would also like to express their appreciation.

Sincerely,

Shirley Stoll

Shirley Stoll
Project Chairman

## Samples of Flyers

We used flyers distributed through elementary school children, churches, etc. Each community committee had their own ideas on how to use them. We include a few samples. The flyers were done as each committee wanted. Wording, color etc. were their choice. They were blue, green, yellow, or pink. Some of the committees reduced the size of the flyer and had them printed in their church bulletin or school newsletters. We gave them free reign.

Note: Again we want to emphasize that the flyer idea itself isn't what was unique. The uniqueness is in having the local committe generate ideas for their use and then carry out those ideas locally.

# IT'S NEVER TOO LATE TO IMPROVE YOURSELF

ATTENTION ADULTS ONLY!

ADULT BASIC EDUCATION

FREE ABE/GED CLASS

Where- Nashua High School - Room 230

When- Monday

Hours- 7-9 P.M.

Class is sponsored by Hawkeye Institute of Technology and the Nashua High School

ABE-Adult Basic Education-help with reading, math, English and communication skills.

GED-Work toward preparing to take the tests to earn a high school equivalency diploma.

Note-Must be 18 years old and your class must have graduated to receive the diploma.

Call-435-2454



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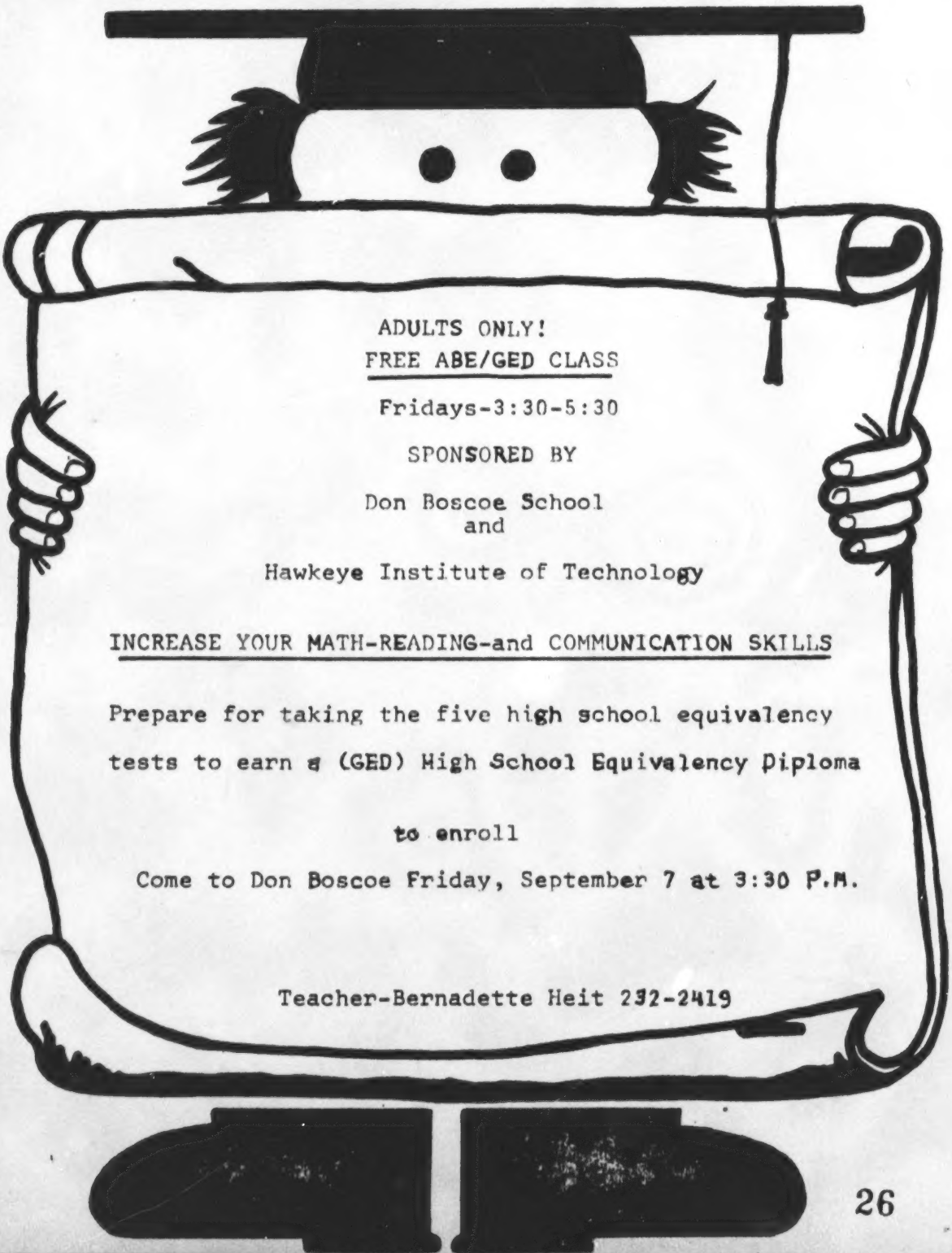
# IT'S NEVER TOO LATE TO IMPROVE YOURSELF



ADULTS ONLY!

FREE ABE/GED CLASS

Fridays-3:30-5:30

SPONSORED BY

Don Boscoe School
and

Hawkeye Institute of Technology

INCREASE YOUR MATH-READING-and COMMUNICATION SKILLS

Prepare for taking the five high school equivalency tests to earn a (GED) High School Equivalency Diploma

to enroll

Come to Don Boscoe Friday, September 7 at 3:30 P.M.

Teacher-Bernadette Heit 232-2419

# IT'S NEVER TOO LATE TO IMPROVE YOURSELF

ATTENTION ADULTS ONLY!

FREE ABE/GED CLASS

Where: Allison High School Room 2

When: Monday & Wednesday

Hours: 7:00 P.M. - 9:00 P.M.

Ongoing

ADULT BASIC EDUCATION

Class Sponsored by your Community School

and

Hawkeye Institute of Technology

ABE-Adult Basic Education-help with reading, math English and Communication skills.

GED-Work toward preparing to take the tests to earn a high school equivelancy diploma.

Must be 18 years old and your class must have graduated to be eligible for the diploma.

Call-267-2989 or 267-2205



...on the basis of handicap, sex, race, color, religion, national origin or age in its educational programs & activities which receive or benefit from federal financial assistance and in employment practices

**ADULT BASIC EDUCATION**

**Hawkeye Institute of Technology**



Hawkeye Institute of Technology does not discriminate on the basis of handicap, sex, race, color, religion, national origin or age in its educational programs, activities, admission procedures, or employment practices.

You may not need help on areas covered by adult basic education classes, but perhaps you know someone who does. If a relative, friend or employee can benefit from ABE, be sure to pass this brochure along.

PLACE STAMP HERE

Adult Basic Education
Hawkeye Institute of Technology
P.O. Box 8015
Waterloo, Iowa 50704

## What is ABE?

Adult Basic Education is a program that will help you with basic reading, writing and arithmetic, but it's much more than that. It's your chance for a fuller life.

Through ABE you can learn to:
— read and write better
— improve your math skills
— complete an application form to get a better job
— interview for the job you want
— spell the words you use every day
— improve your shopping skills
— balance your checkbook

In ABE classes you can learn just because you're interested, or you can work toward your high school equivalency diploma. You arrange your own hours and move ahead at your own speed.

## Why do I need to complete high school?

A high school diploma could be just the key you need to unlock the door to a happier life. You must complete high school to qualify for many jobs, job promotion, technical training, college entrance and the military.

## How can I earn a diploma?

If you dropped out of high school or never had a chance to go, you can still get your diploma through the GED testing program. ABE teachers will help you study for the General Educational Development Tests (GED). When you pass the tests, you will receive a GED diploma.

## What is the GED?

The GED is a series of five tests, taken one at a time, which cover correct English usage; reading and understanding in the subjects of social studies, science and literature; and solving mathematical problems.



## What do the tests cost?

The GED test fee is nominal. The state diploma costs $5.

## Who can enroll in ABE?

Anyone who wants to improve basic skills who has not completed high school can enroll. Classes are conducted on an adult level. Teachers work with you on an individual basis to learn what skills you have. You'll decide with your teachers what you need to know to reach the goal you have in mind.

## Are classes free?

ABE classes are offered free of charge. In Merged Area VII, the classes are funded through a federal grant combined with funds from Hawkeye Institute of Technology.

## Where are classes held?

Classes are offered throughout Merged Area VII. Home base for the area is the Hawkeye Tech Success Center, 224 Commercial St., Waterloo.

## Where can I get more information?

For more information on ABE classes, write or call:

Adult Basic Education
Hawkeye Institute of Technology
P.O. Box 8015
Waterloo, Iowa 50704
Phone: (319) 234-5745

**FREE CHILD CARE AVAILABLE AT SOME LOCATIONS**

I am interested in Adult Basic Education

Name _____ Phone _____

Street _____

City _____ State _____ Zip _____

Please send information about ABE to my friends:

Name _____

Street _____

City _____

State _____ Zip _____

Copies of:

Newsreleases-

Public Service Announcements

Success Stories

# NEWS

**Hawkeye Institute of Technology**
P.O. Box 8015, Waterloo, Iowa 50704
News and Publication Services (319) 296-2320 ext. 218 and 219

FOR RELEASE
December 10, 1980

PUBLIC SERVICE ANNOUNCEMENT

QUIT APOLOGIZING FOR YOUR LACK OF EDUCATION. IF YOU NEED HELP WITH YOUR READING, MATH OR COMMUNICATION SKILLS, OR IF YOU WANT TO FINISH YOUR HIGH SCHOOL EDUCATION, HAWKEYE TECH HAS THE ANSWER. HAWKEYE TECH SPONSORS FREE ADULT BASIC EDUCATION CLASSES THROUGHOUT THE AREA. CALL 234-5745 FOR INFORMATION ON THE FREE ABE CLASS NEAREST YOU, OR DROP A CARD TODAY TO ABE, HAWKEYE INSTITUTE OF TECHNOLOGY, BOX 8015, WATERLOO, IOWA 50704. DO IT NOW--HAWKEYE TECH CAN HELP.

NEWS--HAWKEYE INSTITUTE OF TECHNOLOGY

FOR RELEASE
December 17, 1980

ABE TEACHER WINS AWARD

WATERLOO--Maelou Baxter of Cedar Falls, an adult basic education teacher at Hawkeye Institute of Technology, was the recipient of a $25 award for the most novel recruiting idea entered by an ABE teacher.

The contest was part of a special grant project funded by federal funds provided through the Iowa Department of Public Instruction. The project entails developing new recruiting ideas and methods for ABE and field testing them.

All the ideas submitted will be used, but only one award was offered. Honorable mention went to Marie Buss, Laura Hemmes, and Lucille Hintzman for ideas they submitted.

Baxter received the award at the December Hawkeye Tech ABE graduation.

IT'S NEVER TOO LATE TO GET THAT HIGH SCHOOL DIPLOMA THROUGH ABE- READ ON TO SEE

" We had been telling our children all these years how important an education and diploma are. But how can you impress on a child these things when you haven"t set an example yourself?" asked Marilyn Mc Coy of Dysart.

It was that question that helped prompt her, along with her brother and sister-in-law, Donald and Mary Pherigo of Dysart, to work through Adult Basic Education (ABE) program to earn their high school equivalency diplomas.

The three took the course at the Dysart-Geneseo High School, through the adult education program, jointly sponsored by D-G Schools and Hawkeye Institute of Technology.

The course is again being offered at the high school, and Marilyn is on a local committee to promote ABE in the Dysart area. Also on the committee are D-G High School Counselor Tim Nelson, Jackie Hennessy, the Rev. Peter Swiggum of Zion Lutheran and the course instructor Imogene Matthiesen.

Interested individuals are encouraged to attend the class, which meets Tuesdays, from 7:00 to 9:00 p.m. at the high school. The course is designed to help prepare adults to earn their high school equivalency diploma or to work on basic skills.

Donald, Mary, and Marilyn had been thinking about returning to school to take GED/ABE classes for some time. "We came from a large family and our parents worked hard to raise all of us," Marilyn said. "We wanted them to be proud of us, and let them know we appreciated what they had done for us through the years."

The Pherigos have two children, a boy and a girl, while Marilyn and her husband, David have four children. Both the Pherigos and the McCoys had encouraged their children to get good educations- but Donald,Mary and Marilyn knew they were not setting a good example.

Besides that Marilyn wanted to be an LPN but she could not go to school for nurses' training without a diploma.

So when the ABE classes were offered at the high school, "We decided to stop talking and start doing," Marilyn said. "We all three went to three went to the classes, took our tests, passed and received our diplomas!"

Because of an injury at work, Marilyn was not able to take nurses' training after all, but in January will begin Medical Clerical Secretary traing at Hawkeye Tech. "A diploma is required for the course," she said, so I will still be able to put my late education to use."

"It's never too late to get an education," Marilyn added. "No matter how old you are, it's there to have."

Donald is employed at John Deere in Waterloo, Mary is employed at the Sunny-crest Nursing Center in Dysart, and Marilyn is employed at Schoitz Hospital in Waterloo.

FOR RELEASE
March 25, 1981

APLINGTON RESIDENTS EXPLAIN WHY THEY ENROLLED IN GED PROGRAMS

WATERLOO--"If you dropped out of high school or never had the chance to go, you can still get your diploma through the GED testing program."

This notice appeared in the Aplington newspaper in the fall of 1973. Free classes were being offered in the area by Hawkeye Institute of Technology, and several Aplington residents enrolled.

The first class included Steve and Vickie Johnson, Lucy Miller, Joan Mennen, and Dorothy Stubbe. Marcele Thompson was their teacher.

Steve, Vickie and Lucy only had about a year of high school left when they dropped out of school. They could continue their education where they left off.

"I wanted to get my diploma like everyone else," said Vickie, explaining why she enrolled.

Lucy had always wanted to finish high school, but she never felt she had the time. "I'm glad I did enroll in the Hawkeye Tech program," she said. "I was surprised at how much algebra I remembered."

Steve already had a good job, and he wasn't sure getting a GED would make any difference. But he thought he might like to further his training--maybe in mechanics--sometime, and, without the high school diploma, that would be impossible.

Joan and Dorothy had not attended high school at all. They were enrolled in small country schools before districts were consolidated and before buses transported students to and from school.

"I always felt cheated that I hadn't had the privilege of going to high school," said Joan. "We lived in the country, and I finished eighth grade before there were buses in our district. When the GED course was offered, I though it might be a good idea to get my diploma in case I would ever have to apply for a job."

For Dorothy, the Hawkeye Tech class provided an opportunity to fulfill a lifelong ambition. "I had always wanted fo finish high school," she stated. "I'm very glad that I did."

All of the graduates are enthusiastic about finally earning their diplomas.

"After graduation I felt a great sense of accomplishment," said Joan.

"The cap and gown graduation ceremony topped it all off," explained Joan.

"It feels good to be able to put 'Hawkeye Adult Graduate' on any form I fill out," stated Vickie.

Anyone who has not completed high school and who wants to improve basic skills in reading, math and communications can enroll in adult basic education classes free of charge. Students study and progress at their own rate.

In Aplington, classes are offered in the basement of the Library on Tuesdays from 7 to 9 p.m. Kathy Huston is the instructor. For more information, call Ms. Huston at 347-2705, or attend class any Tuesday.

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ERIC Clearinghouse for Junior Colleges
96 Powell Library Building
University of California
Los Angeles, California 90024